



A truck of Francique mangos makes its way into Port-au-Prince, Haiti.

The Haiti Hope Project was a five-year public-private partnership launched in 2010 among businesses, multilateral development institutions, the U.S. Government and nonprofits designed to create sustainable economic opportunities for 25,000 Haitian mango farmers and their families and contribute to the long-term development and revitalization of the agricultural sector.



Haiti produces a unique variety of mango, the Francique or "Francis", that is full of sweet and spicy flavor. This mango is popular in Haiti and commands a premium on the US market, but production has not kept up with demand. Historical challenges facing the sector included scattered production with just 3-5 trees per garden, low prices that discouraged farmers from

planting additional trees, and an inconsistent and unreliable supply chain. The project addressed these challenges to unlock value and growth potential for the mango sector in Haiti.

Haiti Hope was a public private partnership comprised of The Coca-Cola Company; the Multilateral Investment Fund (MIF), a member of the Inter-American Development Bank Group (IDB); and the U.S. Agency for International Development (USAID); implemented by TechnoServe. Haiti Hope was also supported by the Clinton Bush Haiti Fund and the Soros Economic Development Fund and others.

This partnership helped to address the challenges that have until recently limited the Haitian mango industry's potential. Haiti Hope aimed to increase the mango income

for 25,000 Haitian farmers through training on production and marketing, access to finance, and access to markets for their mangos. In keeping with TechnoServe's philosophy that there are business solutions to poverty, the project taught farmers, traders, and exporters how to earn more with their effort and current resources. Working with Haitian mango exporters, farmer groups, the Haitian Government, and farmers themselves the project helped to build new businesses, accelerate existing ones, and build relationships in the industry to the benefit of farmers. In addition to coordinating between stakeholders, the project delivered direct, hands-on training on:

- Mango tree production and care
- Harvesting techniques
- Quality control
- Negotiation and marketing
- Credit and financial management
- Traceability and Food Safety



Women farmers fulfill many critical roles in cooperatives, including leadership positions.





25,125 farmers received training in production, quality, and marketing. For long-term growth, 65,641 grafts were made and 524 micro-orchards were established containing 63,214 mango trees.

In addition, the project took a comprehensive approach to gender, committed to ensuring not only equal participation, but equitable benefits from project activities. Participation by gender was tracked for all services offered by the project, as were the benefits and adoption rates of new skills.

#### PROVIDED SKILLS TRAINING

More than 25,100 farmers were trained on sales and negotiation skills and how to manage their trees for better quality, earning higher prices for their mangos as a result. In addition, specialized training in harvesting, grafting, nursery production, and business helped to fill skilled-labor gaps across the industry.

#### EMPOWERED WOMEN

The project mainstreamed gender into every aspect of design and implementation. As a result, women made up over 30% of producer group leaders, participated in every type of training and activity—even those traditionally male-dominated—in equal numbers to men, and adopted the skills learned at similar rates.

#### CONNECTED FARMERS TO MARKETS

The project helped over 262 Producer Business Groups sell 2,523 metric tons (MT) since 2013 and in 2015, they comprised over 10% of annual mango exports. 6,472 farmers sold more directly to buyers with 2,205 of them selling Fair Trade and Organic to Whole Foods. The total export value (FOB) of sales from project-assisted farmers since 2011 total \$7.49M. In 2015, 94% of groups earned a profit while paying their members industry-beating prices. They did this without any subsidy—just business acumen.



Fair Trade and Organic sales through the project grew by 315% from 148 MT per annum in 2010 to 614 MT p.a. in 2015.

*Every exported crate of Francis mangos moves Haiti from aid to trade — laying the groundwork for a more prosperous future.*

#### SUPPORTED ACCESS TO CREDIT

In partnership with local commercial bank Sogesol, over 9,352 farmers received more than \$3.25M in disbursements, all managed by Sogesol, and on-time repayment rates of 96% beat the industry average.

#### MODERNIZED THE INDUSTRY

Working closely with the Haitian Government and exporters, the project designed safe handling practices and rigorous traceability systems that were adapted to Haiti's unique supply chain. Through these efforts the project brought world-class food safety practices to the Francique mango industry, to open new markets.

#### MADE CHANGE SUSTAINABLE

The project ensured that the knowledge, skills and systems created by the project will continue long afterwards. Whether it is exporters connected to Producer Business Groups, or Ministry of Agriculture staff training on traceability, the project handed over management to ensure the industry continues to grow for years to come.

For more information about the Haiti Hope Project, please visit: [www.technoserve.org/haiti-hope](http://www.technoserve.org/haiti-hope)

